

Message Text

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PAGE 01 BONN 06583 111653Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----083862 120612Z /14

R 111643Z APR 78
FM AMEMBASSY BONN
TO USDOC WASHDC
INFO SECSTATE WASHDC 7541
USMISSION USBERLIN
AMCONSUL DUSSELDORF
AMCONSUL FRANKFURT
AMCONSUL MUNICH

UNCLAS BONN 06583

E.O. 11652: N/A
TAGS: BEXP, GW
SUBJECT: ADS REQUEST - TRUE FORM FOUNDATIONS, INC.,
NEW YORK, N.Y.

THE FOLLOWING FIRMS WERE CONTACTED INDIVIDUALLY BY THE
FOREIGN SERVICE POSTS AND HAVE EXPRESSED THEIR INTEREST:

ADE WAAGEN GMBH
RUHEPLATZSTRASSE 18
D-1000 BERLIN 65, GERMANY
CONTACT: HERR W. PSARSKI
PHONE: (030) 465 83 94
COMMENT: FIRM IS A MAJOR WEST BERLIN DISTRIBUTOR OF
HOME TYPE SCALES IN GERMAN MARKET. FOR PRODUCT/PRODUCT
LINES OFFERED THERE COULD BE POTENTIAL MARKET IN BERLIN.
INTERESTED FIRM WAS ESTABLISHED IN 1971, EMPLOYS 6.
WELL-MANAGED COMPANY HAS ACHIEVED SUBSTANTIAL EXPANSION
OF ITS MARKET SHARE IN RELATIVELY BRIEF TIME. FIRM
OFFERS GOOD PROSPECT FOR DEVELOPING NEW PRODUCT LINES
IN THIS MARKET. HERR PSARSKI WOULD LIKE ADDITIONAL
INFORMATION IN GERMAN, IF AVAILABLE. HE DESIRES
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DIRECT CONTACT WITH THE ADS CLIENT. BANK REFERENCE:
BANK FUER GEMEINWIRTSCHAFT, AM SCHILLERTHEATER, D-1000
BERLIN 12, GERMANY. PHONE: (030) 31-141.

KAUFHALLE GMBH
POSTFACH 101010
INNERE KANALSTR. 15

D-5000 KOELN 1

CONTACT: MRS. EVA-MARIA REINER-WILKE,
DEPUTY IMPORT-MANAGER

TELEX: 8881072

COMMENT: KAUFHALLE (A DEPARTMENT STORE CHAIN) STATES
THAT IT HAS BEEN BUYING FROM TRUE FORM AND INTENDS TO
DO SO IN THE FUTURE. KAUFHALLE WAS ESTABLISHED 1925,
EMPLOYS 9,000 AND IS A 100 PERCENT SUBSIDIARY OF
KAUFHOF AG WHICH HAS ANNUAL SALES EXCEEDING
6 BILLION DMARKS.

BUETEFUER & HENSEL GMBH

MONIKA-MODEN

UNTER DEN EICHEN 2

D-6430 BAD HERSFELD

CONTACT: UDO BUETEFUER, MGR.

PHONE: 06621-5894

COMMENT: FRANKFURT POST HAS BEEN ABLE TO IDENTIFY
A COMPANY WITH LIMITED INTEREST ONLY. ACCORDING TO
INFO RECEIVED, THE PRESENT MARKET FOR "WEIGHT-WATCHING
FOUNDATION GARMENTS" APPEARS SMALL AND PRODUCTS WOULD
NEED EXTENSIVE ADVERTISING. HOWEVER PROSPECT COMPANY
WILLING TO CORRESPOND AND TO NEGOTIATE INTRODUCTION OF
SELECTED ITEMS. WHL. OF WOMEN'S LINGERIE,
EST. 1975, P.A. SALES DM 3 MILLION. WTDR OCT.
1977 ON HAND.

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GUSTAV SCHICKEDANZ K.G.

NUERNBERGER STRASSE 91/95

D-8510 FUERTH

CONTACT: HERR KUESTNER, EINKAUFSBEREICH 11

PHONE: 0911/7921

TELEX: 06-23461

COMMENT: FIRM IS THE HOLDING COMPANY OF THE SCHICKE-
DANZ GROUP OF FIRMS OF WHICH THE MOST POPULAR IS
MAIL ORDER HOUSE QUELLE. THE CONCERN EMPLOYS 42,000
PERSONS AND HAS AVERAGE SALES OF DM 7.5 BILLION.
FIRM ENJOYS AN EXCELLENT REPUTATION.

APPROVING OFFICER: GUSTAF COONTZ, COMMERCIAL COUNSELOR
STOESSEL

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 11 apr 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978BONN06583
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780156-1218
Format: TEL
From: BONN
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780472/aaaaciws.tel
Line Count: 109
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 0c5220b3-c288-dd11-92da-001cc4696bcc
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3014672
Secure: OPEN
Status: NATIVE
Subject: ADS REQUEST - TRUE FORM FOUNDATIONS, INC., NEW YORK, N.Y. THE FOLLOWING FIRMS WERE CONTACTED INDIVIDUALLY BY
TAGS: BEXP, GE
To: COM
Type: TE
vdkgvkey: odb://SAS/SAS.dbo.SAS_Docs/0c5220b3-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014